

Healthy Neighborhoods Venture Fund – ALLOCATION PLAN 2009-2012

PURPOSE

The *Healthy Neighborhoods Venture Fund (HNVF) Allocation Plan* serves as a framework for HNVF that will support and advance the goals of the Healthy Neighborhoods Strategic Work Plan.

OVERVIEW

The mission of the Healthy Neighborhoods Strategic Work Plan is “to mobilize the assets, strengths, resources, and innate resiliency of its residents to ensure healthy neighborhoods for all.” While the Strategic Work Plan is the broad vision that will collectively promote Healthy Neighborhoods in San Jose, the Allocation Plan will dictate HNVF priorities and delineate the types of services to be considered for funding. The Allocation Plan is a collection of our “best thinking” about what will create change or improve the conditions of well-being for the target population.

The Allocation Plan is the basis for future HNVF Request for Qualifications (RFQ) but it is not intended to be finite. As projects are implemented and evaluated, and as social conditions change, continuous improvement efforts will amend such plan. However, what will remain the same is the focus on prevention programming for youth and senior populations. Research tells us that an “ounce of prevention is worth a pound of cure.” Building healthy neighborhoods requires purposeful approaches that pay dividends in the long term; much of that can be accomplished by supporting prevention programs that promote healthy behaviors and social connections.

General Requirements – Promotion of healthy lifestyles

- Tobacco Prevention – educate San Jose community about the harmful effects of tobacco use.
- Health and Fitness – promote exercise, good nutrition, and recreational opportunities.
- Developmental Assets Framework – foster independence by using the strengths and assets of youth and senior customers.

Strong emphasis place on the following values:

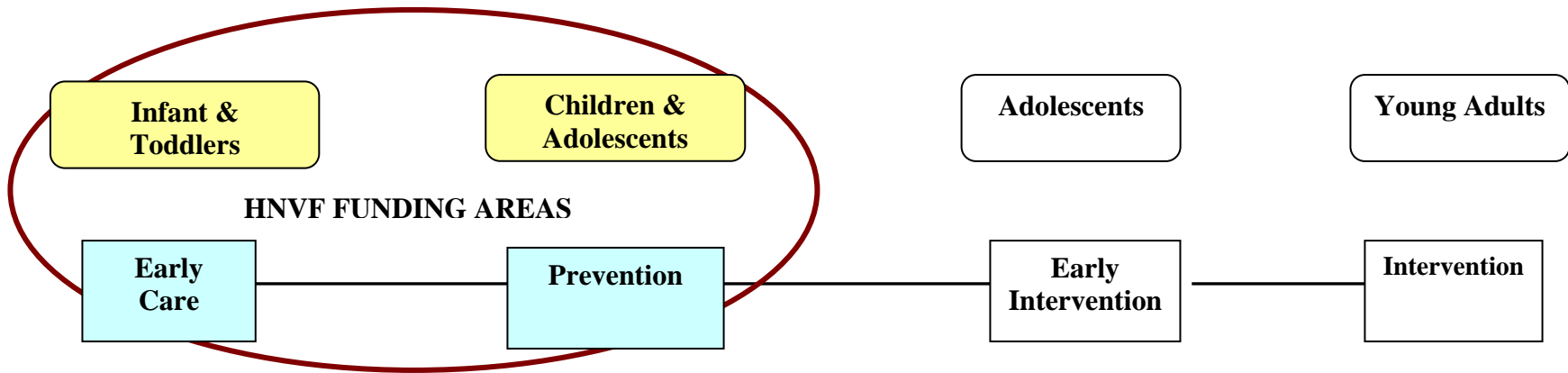
- Build social connections
- Build cross-cultural and intergenerational connections
- Build developmental and resiliency assets

<u>KEY ELEMENTS</u>	<u>PAGES</u>
Continuum of Service Focus: Prevention	3-4
Target Population (who): Youth and Seniors	5-10
Service Areas: (what) Variety of prevention programs	5-10
Activities: (how) Types of actions or efforts	5-10
Short Term Outcomes: Increased benefits *	5-10
Performance Measures: Effects of the programs	11
Indicators: Long Term Populations Results **	5-10

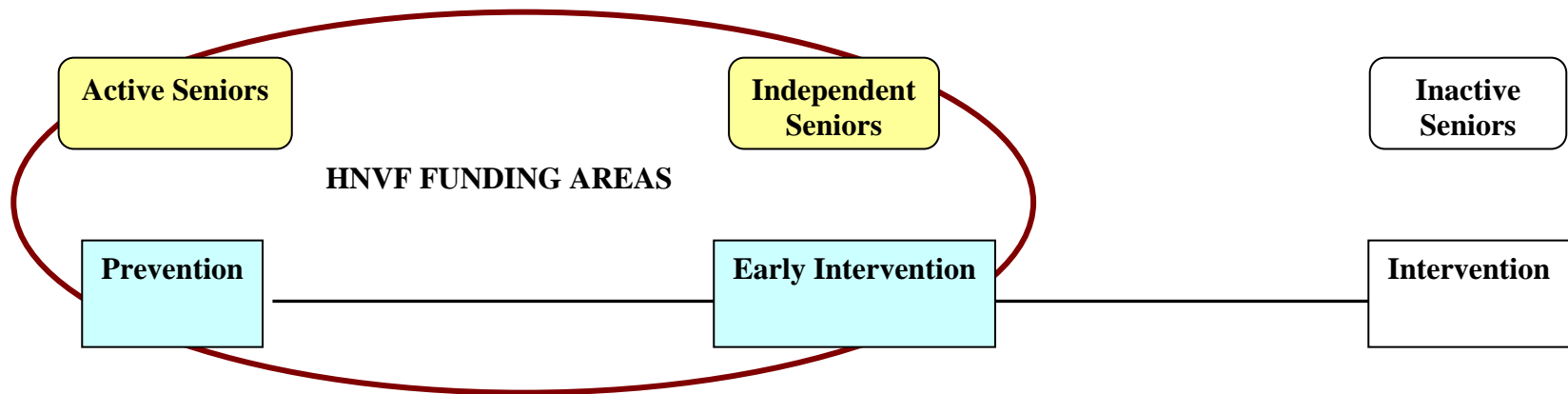
* Short Term Outcomes are results that are achievable within a 1-year time frame. The short term outcomes listed in this Allocation Plan are also used by the County of Santa Clara Social Services Agency and Kaiser Permanente.

** The Indicators listed in this Allocation Plan are cited in the Santa Clara County Children's Report and the Santa Clara County Public Health Department, Behavioral Risk Factor Survey, 2005-2006.

CONTINUUM OF SERVICES FOR YOUTH



CONTINUUM OF SERVICES FOR SENIORS



Focus Areas on the Continuum of Services			
YOUTH		SENIORS	
EARLY CARE Infants/Toddlers	PREVENTION Children and Adolescents	PREVENTION Active Seniors	EARLY INTERVENTION Independent Seniors
Actions taken to prepare children and parents to start strong; cultivate their emotional, physical, social and cognitive development.	Actions taken to prevent unhealthy behaviors: build assets that will sustain healthy behaviors over a lifetime.	Actions taken to prevent seniors from isolation and sedentary lifestyles: maintain independence, practice healthy behaviors and social connections.	Actions taken to intervene early on to prevent undesirable consequences: maintain independence and social connections.

**YOUTH
- EARLY CARE -**

Target Population: Infants/Toddlers Ages 0-3

Service Areas	Activities	Short Term Outcomes	Indicators
Preventative Health Care	<ul style="list-style-type: none"> • Nutrition Programs • Physical Fitness Education • General Health Screenings • Dental Care • Access to affordable, quality, health care 	<p align="center">Increase Healthy Functioning</p> <p align="center">Increase Activity Levels</p>	<ul style="list-style-type: none"> • Routine Use of Health Care * • Healthy Lifestyle * • Early Childhood Social and Emotional Development* • Developmental Assets * • Third Grade Reading Scores * • Tobacco-Use
Learning Readiness	<ul style="list-style-type: none"> • Literacy Programs • Enrichment Programs (Arts/Music/Science) • Early Screenings & assessments for developmental disabilities 	Increase school ready children	
Parent Education & Enrichment	<ul style="list-style-type: none"> • Alcohol, tobacco and drug prevention • Parenting Skills • Domestic Violence Education • Information & referral • Health & nutrition education • Child development education 	<p align="center">Increase better nutrition/healthy eating habits</p> <p align="center">Increase parental involvement in school</p>	

** Santa Clara County Children's Agenda*

**YOUTH
- PREVENTION -**

Target Population: Children: Ages 4 to 11 and Adolescents: Ages 12 to 19

Service Areas	Activities	Short Term Outcomes	Indicators
Preventative Health Care & Healthy Lifestyle	<ul style="list-style-type: none"> • Nutrition Programs • Physical Fitness Education • General Health Screenings • Dental Care • Sex Education • Access to affordable, quality health care. 	<p>Increase activity levels</p> <p>Increase better nutrition/healthy eating habits</p> <p>Increase healthy behaviors</p>	<ul style="list-style-type: none"> • State Fitness Test Scores • Routine Use of Health Care * • Healthy Lifestyle * • Developmental Assets * • Third Grade Reading Scores * • High School Graduation Rates * • School Drop Out Rates • Tobacco-Use
Youth Education and Enrichment	<ul style="list-style-type: none"> • Life skills • Mentoring • Tutoring • Leadership development • Before and After School Programs • Enrichment Programs (Arts/Music/Science) • Parenting Education • Career education and workforce readiness • Support school attendance • Violence Prevention Education 	<p>Increase life skills</p> <p>Increase positive role models</p> <p>Increase sense of purpose</p>	

* Santa Clara County Children's Agenda

**SENIORS
- PREVENTION -**

Target Population – Active Seniors: Ages 60 or over

Service Areas	Activities	Short Term Outcomes	Indicators
Social Connections & Recreational Programs	<ul style="list-style-type: none"> Physical Fitness Activities (e.g. dancing, walking, yoga) Choir/Music Programs Culturally Based activities and celebrations Art Classes (Painting, creative writing, scrapbooking) Computer Education Storytelling – Oral History ESL/Citizenship Classes 	<p>Increase activity levels</p> <p>Increase healthy behaviors</p> <p>Increase social connections</p>	<p>Health and Well-Being* –</p> <ul style="list-style-type: none"> Perception Physical Activity Nutrition Weight Control <p>Chronic Diseases* –</p> <ul style="list-style-type: none"> Blood Pressure Cholesterol Diabetes
Nutrition Programs	<ul style="list-style-type: none"> Cooking Classes Communal Meals Transportation to meal/nutrition programs Nutrition Education <ul style="list-style-type: none"> Analysis of meals Healthy shopping Healthy menu/cookbooks Mobile food pantry 	<p>Increase better nutrition/healthy eating habits</p> <p>Increase healthy behaviors</p>	<p>Tobacco Use*</p> <p>Quality of Life*</p> <p>Knowledge and Awareness* –</p> <ul style="list-style-type: none"> Healthy Eating Physical Activity

**Santa Clara County Public Health Department, Behavioral Risk Factor Survey, 2005-2006*

SENIORS – PREVENTION continued

Service Areas	Activities	Short Term Outcomes	
Leadership Development	<ul style="list-style-type: none"> • Civic engagement/volunteerism • Website (volunteer opportunities, calendar of events, HNPF services) • Volunteer grandmother/grandfather • Computer, creative writing, art classes • Support for Elderly Advisory boards • Senior Companions 	Increase cross-generational connections	
Preventative Health Care	<ul style="list-style-type: none"> • Low or no cost screening • Health Education (i.e. Diabetes Prevention) • Transportation 	Increase healthy functioning	
Advocacy	<ul style="list-style-type: none"> • Assistance to navigate various systems of care (Medicare, immigration, housing, etc.) • Abuse Education (financial, physical) • Legal Services 	Increase self-sufficiency	

**Santa Clara County Public Health Department, Behavioral Risk Factor Survey, 2005-2006*

SENIORS
- EARLY INTERVENTION -
Target Population – Independent Seniors: Ages 60 or over

Service Areas	Activities	Short Term Outcomes	Indicators
Social Connections & Recreational Programs	<ul style="list-style-type: none"> Physical Fitness Activities and tournaments (e.g. dancing, walking, yoga and other exercise classes) Choir/Music Programs Pet, Music, or Art Therapy Social Events/Culturally-based activities and celebrations Classes (Painting, creative writing, scrapbooking, flower arranging) Computer Education Storytelling – Oral History Senior Companions 	<p>Increase activity levels</p> <p>Increase healthy behaviors</p> <p>Increase social connections</p>	<p>Health and Well-Being* –</p> <ul style="list-style-type: none"> Perception Physical Activity Nutrition Weight Control <p>Chronic Diseases* –</p> <ul style="list-style-type: none"> Blood Pressure Cholesterol Diabetes
Nutrition Programs	<ul style="list-style-type: none"> In home meals Cooking Classes Communal Meals Transportation to meal/nutrition programs Nutrition Education <ul style="list-style-type: none"> Analysis of meals Healthy shopping Healthy menu/cookbooks Mobile food pantry 	<p>Increase better nutrition/healthy eating habits</p> <p>Increase healthy behaviors</p>	<p>Tobacco Use*</p> <p>Quality of Life*</p> <p>Knowledge and Awareness* –</p> <ul style="list-style-type: none"> Healthy Eating Physical Activity

**Santa Clara County Public Health Department, Behavioral Risk Factor Survey, 2005-2006*

SENIORS – EARLY INTERVENTION continued

Service Areas	Activities	Short Term Outcomes	Indicators
Leadership Development	<ul style="list-style-type: none"> • Civic engagement/volunteerism • Website (volunteer opportunities, calendar of events, HNVF services) • Volunteer grandmother/grandfather • Computer, creative writing, art classes • Support for Elderly Advisory boards • Senior Companions 	Increase cross-generational connections	
Preventative Health Care	<ul style="list-style-type: none"> • Low or no cost screening • Health Education • Transportation 	Increase healthy functioning	
Advocacy	<ul style="list-style-type: none"> • Assistance to navigate various systems of care (Medicare, immigration, fair housing, etc.) • Health Care Management • Abuse Education (financial, physical) • Legal Services • Information & Referral • Peer Support 	Increase self-sufficiency	
Independent Living Skills	<ul style="list-style-type: none"> • Health Care Management • Caregiver training • In-home assessments for safety situations • Disaster/emergency safety planning 	Increase self-sufficiency Increase independent living	

**Santa Clara County Public Health Department, Behavioral Risk Factor Survey, 2005-2006*

Performance Measures

EFFORT	Youth	Seniors
Input: Granted Funds, Matching Funds	X	X
Staff: # of FTEs, Education Level, Work Experience, Demographic	X	X
Customers: Demographics	X	X
Strategies: Types and Amount of Strategies and Eligible Services Provided	X	X
Activities: Amount of Services Delivered	X	X
Outputs: Cost per hour of service	X	X
EFFECT		
Customer Satisfaction: Youth & Parent/Guardian	X	
Customer Satisfaction: Senior & Relatives and Friends of Senior		X
Service Productivity: Asset Development	X	X
Service Productivity: Healthy Behaviors	X	X
Service Productivity: Grantee selected	X	X